The Evening World's Beauty ITS INSURANCE RATES ITS INSURANCE RATES IN Particularly ITS INSURANCE RATES IN PARTICULAR IN PARTICUL



Take only a few of them and then pass on to an other set, so that all parts of the all parts of the body may come in for a small share at least once each day.

The feet, legs, hands, arms, head and neck are constantly in action under ordinary circumstances during everyday life. The muscles not only act as a support to the body, but also help the blood to keep up the circulation throughout the system.

The heart acts as a pump and keeps the blood moving, thereby prevents the sluggishness to which the blood has a tendency when the heart action is not so pronounced.

is not so pronounced. Exercises stimulate the heart to

greater action and effort and cause writes: "Will you please print again it to send a large amount of blood, the saind dressing to be used in the on which they feed, to them.

Letters From Readers.

ALL ROUND EXERCISE —MABEL.

M. writes: "Please publish some all round good exercise for upper body."

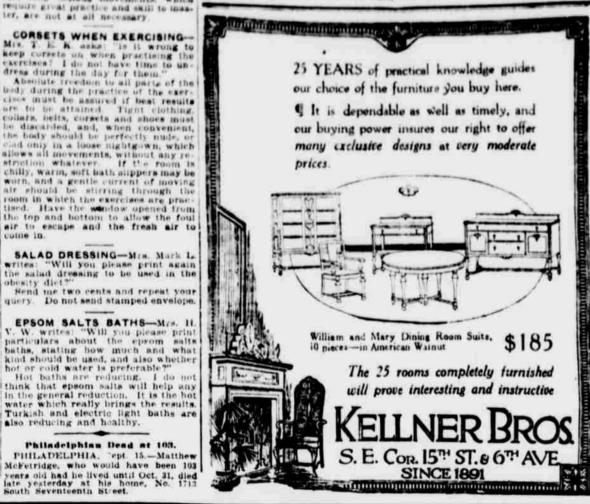
Arm swinging with dumbbells is a fine all round reducing or developing exercise and is performed in the following manner: Stand with the feet about 12 inches apart, grasp the flat irons firmly and work the arms around and backward and foreward, up and down exactly like a wind mill. This exercise is in reality the regulation crawl stroke used by swimmers and has all of the same benefits of it for building up the hollows in the neck and shoulders and rounding out the neighbour arms and chest. It really makes little difference whether you are trying to reduce or develop when you are doing the flatiron exercises, as,

Conducted by Pauline Purions

Through This Column Miss Purions Will Reply to Women feeders' Questions Regarding Exercise, Diet and Other Means of Preserving Good Health and Good Looks.

Means of Preserving Good Health and Good Looks.

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OPEN SATURDAY UNTIL 6 P. M.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets 'PHONE 6900 GREELEY

Autumn and Winter Fashions

School and College Apparel

For Misses, Juniors and Girls

Misses' Dress Shop

Misses' Serge Dresses, straight line models, trimmed with Chinese, Japanese, crewel or Indian embroidery. 14 to 20 years.

14.50 to 69.50

Misses' Silk Dresses, Directoire, straight line and waist-line dresses, in rich silks or combined with Georgette. 14 to 20 years.

18.50 to 79.50

Fur-Trimmed Dresses, Directoire or waistline models, of velvet, silk or charmeuse. 14 to 20 years.

29.50 to 98.50

Misses' Evening Gowns, Empire or waistline models, of plain or brocaded satin, taffera or silk net. 14 to 20 years.

18.50 to 98.50

Misses' Suit Shop

Misses' Fur-Trimmed Suits, copies of Premet, Brandt, Lanvin or Jenny Paris models, made in our w rkroom, of broadcloth, wool velour. shadow plaids, Jersey cloth. velveteen or velvet, 14 to 20 years.

29.50 ro 245.00

Misses' Strictly Tailored Suits, short three-quarter and seven-eighth length costs with new straight line skirts; of broadcloth, wool velour, velour check, serge or wool Jersey. 14 to 20 years.

24.50 to 59.50

3.95 to 9.75

3.25 to 5.50

4.95 to 7.95

4.95 to 6.75

Misses' and Girls' Wool Sweaters,

Misses' and Girls' School Shoes,

Misses' and Girls' School Hats,

Misses' and Girls' Silk Waists.

Girls' Dress Shop

For Girls' 6 to 12 years, One-piece Serge Dresses, also dresses with washable smocked blouse and detachable serge or wool plaid skirts. 6.95 to 19.75

For the Hard-to-Fit Girl, 12 to 17 years: Two-piece and waist-line Dresses, of serge or

1.95 to 29.50

For Girls and Juniors, 8 to 17 years; Serge, Silk or Velvet Dresses, suitable for school, afternoon or party wear.

14.50 to 39.50

For Girls 6 to 16 years, Wash able Frocks. of pique, voile, linen, gingham or galatea, for school or dress wear.

3.75 to 29.50

Misses' & Girls' Coat Shop

Misses' Coats for All Occasions, 14 to 20 years; trimmed with fur or plain tailored; of wool velour, broadcloth, duveryn, Bolivia cloth or tweed mixtures; Evening Wraps of broadcloth, velveteen, velvet or satin.

18.50 to 195.00

Girls' and Juniors' Coats, 6 to 17 years; dress or tailored models, especially designed for the growing girls; of wool velour, broadcloth, Zibeline, Bolivia cloth, Scotch tweed or chinchilla.

12.75 to 49.50

Also Gloves, Hosiery, Furs, Separate Skirts, Raincoats, Neckwear, Lingerie, Boudoir Gowns, Underwear, Gymnasium Apparel and the smaller accessories necessary to a complete school and college wardrobe.

Open All Day WANAMAKER'S

to Reach

The Store Easy

A T Stowart Faunded 1825

Surprising Sale of Thread Silk Hosiery

New in Fashions

Women's Dresses, 9 models, \$19.50 Women's Suits, 1 model, \$18.75

Women's Coats, 1 model, \$25

SUIT of poplin, in black or navy blue; lined with satin and interlined from waist up with light wool; high collar of nutria and dyed coney which may be buttoned up a la militaire or opened in front showing broad revers.

Plain tailored suits, of exceptional charm and utility, at \$18.75.

COAT, of wool velours in brown and green; broadcloth, black only; full lined; full belted; new sleeve set-in deep from neck; natural raccoon and dyel opossum on cloth collar; \$25. Exquisite Dresses, \$19.50

Nine models in serge, satin, and combinations of serge with satin or taffets. They embody the newest Autumn touches embroidery

with fringe, knotted fringe, fur fabric, wide braided girdle, tasseled ends on the narrow belt of a Redingote gown; tucked waistcoat effect; skirts ruffled and draped; collars in fascinating variety - double sailor collars of crepe Georgette, ottoman collars, collars of white satin fringed.

Colors are gray, blue, navy, black, light chocolate, wood

Saturday-Second floor, Old Building

Young Women

Finely Tailored Suits, \$30, \$32.50, \$35 Youthful Frocks, \$20, \$22.50 and \$25 Smart Coats, \$17.50, \$19.50 and \$23.50

Suits Like Made-to-Order Models

Beautifully and expertly tailored, with peau de cygne linings; cut on the new semifitting lines.

Broadcloth suits with panel pleats under arms, \$30. Double belted suits, \$30. Broadcloth suits with touch of fur, \$32.50.

Cape collar suits with far banding, \$35. Wool velours suits, \$35. Other suits in whipcord, gabar-

dine, wool velours, and novelty cloths, \$25 to \$125. New shades of gray, Burgundy, green, and Java brown, as well as navy and black.

Coats-Very Smart The officers coat—with its enormous pockets and narrow belt, \$19.75. Motor coats—full from the shoulders, \$19.75.

Triple belted coats, \$17.50. Very full sweep zibeline coats with fur plush bands, \$17.50. Other costs of velours, Bolivia cloth, mixtures, wool plush—exquisitely lined, up to \$125.

Simple Frocks for School Girls

Wonderfully chic little box-pleated serge dress with pon-gee collar and black ribbon tie, \$20.
Serge coat dresses, that every girl wants, \$20.
Satin and serge basque frock, copying the new blouse-line of Paris, \$20.

Sorge dresses with soutache and metal embroidery, \$22.50. The triple flounce coat dress, \$22.50.

Long-waisted satin frocks with flounced skirts, \$22.50. And a collection of satin, serge, satin-and-serge, Georg-

ette crepe and satin and crepe de chine dresses at \$25 that have no equal in New York for newness of style and quality of material.

Other dresses, \$12.75 to \$60. Sizes 14 to 20 years. Second floor, Old Building.

At the Start of the Season-

From an American maker who competes with the French one of the few in fancy, embroidered, lace and clocked stockings. A large purchase for our two stores just after his stock-taking.

\$2.15 for Our \$3 to \$5 Grades—Women's All in Perfect Condition)

There can be no doubt about the grades because we found in our own regular stocks of \$3 and \$5 stockings the exact quality and pattern from the same mill. Of course, we reduce their price and add them to the sale

Sport stockings: ribbed boots and plain

Drop-stitch striped boots, with plain top. Black and colored grounds, all-over

atripes.

Drop-stitch atriped top; plain striped and clocked boots.

\$1.75 for Our \$3 to \$6 Grades-Women's

"Mill-Runs"-Imperfections in Weaving)

"Mill-runs" from this mill are often sold in stores (not here) as perfect. The imperfections are only in the weaving and scarcely noticeable. There are no holes. The writer boked through many before finding the imperfection, but they are "mill-runs" and sold as such here.

Of these stockings we also found in our stocks the exact grade and pattern at \$3 to \$6, but we do not reduce them because they are perfect.

Plain black or white, gause weight.

Plain all-over shot effects; various colors.

Sports stockings—plain black top with black and white checked boot; plain or ribbed, white or colored grounds, vertical striped. Ribbed black and white or all white. Also numerous fancy styles; plain or ribbed, clocked or striped.

\$1.25 for Extra Size Stockings—Women's (Mill-runs" of Our \$1.50 to \$2 Grades)

Mostly plain black; a few in white and assorted colors; staple, and rarely found in a sale, especially in extra sizes.

Two months later these stockings would go "like hot cakes" for Christmas gifts. Is it too early to buy them now and lay them aside? Buy double the quantity; half for your-

self; half for gifts. In the New Hoslery Store, Main floor, Old Building, 10th Street aide

A \$2 Hat Store for Men in the Annex Corner Eighth Street

where \$2 buys the best hat \$2 can buy.
It is our special care to have it so. All the new shapes and colors.

Soft Hats, \$2

3 models—Bound edge, unbound edge and welt edge.
9 colors—Pearl, slate, light brown (khaki), dark brown, medium green, gray green, dark steel, golden brown and light green.
Broadway corner Eighth.

Autumn Opening in Down-Stairs Store

Tomorrow Autumn will be ushered in-new and correct fashions at little prices. This first general display of modes puts in concrete form our aim and ambition for the Down-Stairs Store-a new kind of store where styles are right no matter how little the cost.

Misses' Ccats, \$12.75 Wool Velour Suits, \$24.75

The coats are in models that are both smart looking and practical—one model has the new large collar which the young girls adore.

These coats are of shadow plaid and velour finished fabrics. Sizes 14

\$24.75 is an amazingly little price for suits of fine, soft wool velour. The model has a smart coat with an unusual belt and patch pockets. Brown, green and plum.

Young Girls' School Coats, \$5

Serges, poplins and cheviots. Some of them have hand-embroidered pique collars and cuffs. Sizes 6 to 14 years—but not all sizes in each model.

Women's Dresses Satin, \$16.50; Serge, \$19.75

Satin dresses are fashioned with the Empire bodice—a new and important note. Besides, they have the new double cape collar of white satin over black satin; this collar ferms a yoke in the front.

Serge dresses are in a charming model with coat-effect front and long basque in the back—skirt is pleated on to the latter. Trimmed with motifs of soutache braiding on gray silk. Navy blue and black.

Suits at \$15 and \$24.75 \$15 suits are of poplin and the coats are satin lined. \$24.75 suits are of gabardine; coats are lined with peau de cygne.

New Millinery Mode Reproduced at \$5

As there will be many models it is impossible to detailize more than Yelvet sailors with new draped high crowns.

Velour hats—tailleur models—to match the new coats.

Floppy-brimmed hats of velvet, trimmed with chenille.

French pink velvet hats; faced with black velvet; untrimmed.

A New Sweater, \$6.75

brushed wool, which looks precisely like fine Angora. A unique as well as a smart combination. In all white, or white combined with rose or blue.

Large White Satin Collars, 50c

The style which extends almost to the shoulders is oval in shape and its edge is scalloped—the latter, turned in with the lining, of course. Also the large sailor style. New military collars of fine white broadcloth, embroidered, \$1. Collar and cuff sets of white broadcloth, embroidered, \$1.50.

Underclothes—65c to \$1.50 Nightgowns, 65c, 85c, 81, 81.50
Slip-over, pajama, empire, square or V-neck models. Encelope Chemises, 85c, 81, 81.85, 81.50 the latter prices are edged with imitation picot Irish

> Corset covers, 38c, 50e Silk bodices, \$1

Youngsters' Hats, 65c to \$4 For wee boys and girls, hats of corduroy at 65c. At the in-between prices—up to \$4—there are mushroom, tam of shanter and tailleur styles in velveteen.

Lambskin Gloves, \$1.15 Pair Women who know the difficulty of getting real French lambskin gloves to sell at this popular price will appreciate this opportunity.

New Crepe de Chine Blouses, \$2.25 to \$4.25

Clusters of pin tucks, box pleats, unusual motifs of embroidery and hemstitchings are the trimmings that make these different. Of course, there are new ideas in collars too. 10 models in white and

New Shoe Fashions—All Moderate Priced Women's high shoes-64 styles-\$4.40, \$3.50, \$3, \$2.50, \$2.20 pair. Girls' shoes—\$1.25, \$1.50, \$2 and \$2.50 pair. Boys' shoes—\$2, \$2.25, \$2.50 and \$2.65 pair.

New, Special Purchase of Men's High Shoes, \$2.85

The quality of leather, the style, the workmanship are the same as you will find in our regular \$3.50 shoes. 500 pairs were made up in the manufacturer's dull season to sell at this special price. Patent leather, dull calf or kidskin.

The John Muawater Store